
From: Kahl Sesker <kahl.sesker@ams.usda.gov>
Sent: Tuesday, March 19, 2019 8:00 AM
To: Sarah Metzler
Cc: Alexandra Caryl
Subject: FW: Memo from NCBA Policy Division on Tuesday, March 12

Hello Sarah,

Are you addressing Chuck's and Hugh's concerns? The issue is the mock poster that was expressed to share, the "branding", and addressing the policy concerns with the Mayor of New York. As you and I discussed when this started, if the checkoff wanted to respond, you would (and can) state the facts. If there are any questions, please let me know.

Thank you,

Kahl

Kahl Sesker
Research and Promotion Division
Livestock and Poultry Program
USDA Agricultural Marketing Service
Phone: 202-253-8253
Kahl.Sesker@USDA.GOV

From: Chuck Coffey [mailto:ccoffey@cccattleco.com]
Sent: Monday, March 18, 2019 9:05 PM
To: Sarah Metzler <smetzler@beefboard.org>
Cc: Bill King (b) (6); Chad Smith <csmith@beefboard.org>; Charlotte Coates <ccoates@beefboard.org>; Cheryl Conley <cconley@beefboard.org>; Cyndi Heimerich <cheimerich@beefboard.org>; Dean Oyster <doyster@beefboard.org>; Don Smith (b) (6); Hugh Sanburg (b) (6); Irv Petsch (b) (6); James Taylor (b) (6); Jana Malot (b) (6); Jared Brackett (b) (6); Jeff Isenmann <jeffisenmann@orleansintl.com>; Jeff Lutz <jlutz@beefboard.org>; Joan Ruskamp (b) (6); Sesker, Kahl - AMS <Kahl.Sesker@ams.usda.gov>; Richard Brown (b) (6); Rob Von Der Lieth Jr (b) (6); Wayne Watkinson <wwatkinson@watkinsonmiller.com>
Subject: Re: Memo from NCBA Policy Division on Tuesday, March 12

Not sure this is policy? Isn't beef safe and nutritious and part of a well balanced diet?

Chuck Coffey
Edgerock Ranch

On Mar 18, 2019, at 6:09 PM, Sarah Metzler <smetzler@beefboard.org> wrote:

Hello CBB Executive Committee –

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While many of you were in Denver, a memo was sent out via email (see below for reference) from NCBA's policy division IN ERROR to the CBB staff and CBB Executive Committee. As a reminder, the

Cattlemen's Beef Board and CBB Staff cannot comment on issues of policy, and as such, should disregard the memo in whole.

Should you have any questions, please contact me directly.

Sarah T. Metzler

Director of Organizational Communications

Cattlemen's Beef Board

Direct 303-867-6319

Cell (b) (6)

<image004.jpg>

From: Max Moncaster <mmoncaster@beef.org>

Date: March 12, 2019 at 6:31:03 PM EDT

To: #CBB Staff <#CBBStaff@beef.org>, #CBB Executive Committee <#CBBExecutiveCommittee@beef.org>, #NCBA News <#NCBANews@beef.org>, #State - Two Hat Execs <#StateTwoHatExecs@beef.org>, #State - One Hat Affiliate Execs <#StateOneHatAffiliateExecs@beef.org>, #State - One Hat Beef Council Execs <#StateOneHatBeefCouncilExecs@beef.org>, #Breed Execs <#BreedExecs@beef.org>

Cc: Ed Frank <efrank@beef.org>

Subject: Issue Update: Meatless Monday in NYC Schools

Hello all,

Below please find a brief update on yesterday's announcement that Meatless Monday will be implemented in all New York City public schools. Please do not hesitate to reach out to me or Ed Frank (copied) with further questions.

Overview

Yesterday New York City Mayor Bill de Blasio announced that all New York City schools will implement Meatless Mondays. In a statement, Mayor de Blasio noted that the move would be good "for the future of the planet."

NCBA Response

NCBA is engaging with media on a responsive basis and pushing key messages through social media channels, including Twitter and Facebook. You are encouraged to share this mock campaign poster and brand Mayor de Blasio as the #MeatlessMayor. We are closely monitoring coverage of this issue and will continue to evaluate response options.

Key Messages

- According to the Environmental Protection Agency, direct emissions from beef cattle account for only 2% of all GHG in the United States and USDA recently reported that U.S. beef production "is not a significant contributor to long-term global warming." In contrast, electricity and transportation account for 55% of US GHG emissions, with other sources accounting for another

40.9%. Clearly, banning beef in the United States - or especially in NYC public schools will have little to no practical impact on global temperatures.

- While De Blasio's Meatless Monday policy will have no real impact on global climate, it will have a very real impact on the nutrition of New York's public school students. Beef provides high-quality protein and essential nutrients like iron, zinc, and B vitamins. Students would need to eat three cups - or 666 calories - of quinoa to get the same amount of protein as just three ounces of cooked beef, which is only about 170 calories.
- It's extremely unfortunate that Mayor de Blasio has chosen to jeopardize the nutrition of more than a million schoolchildren and to scapegoat hard-working beef producers in New York State and across America in an effort to advance his extreme political agenda. As he continues to explore a presidential bid in states like Iowa and South Carolina, we'll be watching to see how his radical "Meatless" campaign platform fares.

Regards,
Max

Max Moncaster

Associate Director, Policy Communications
National Cattlemen's Beef Association
Center for Public Policy
The Pennsylvania Building
1275 Pennsylvania Ave, NW Suite 801
Washington, DC 20004-1701
(202) 879-9124 | mmoncaster@beef.org

<image003.png>

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From: Hugh Sanburg (b) (6) >
Sent: Tuesday, March 19, 2019 5:28 PM
To: Sarah Metzler
Subject: Re: Memo from NCBA Policy Division on Tuesday, March 12
Attachments: image002.jpg

Thanks Sarah,
I have not seen the poster. Actually hadn't seen the memo until you sent it.

I just wanted to make sure we didn't get into the idea that we have no place in the discussion. I understand we have to be careful how we frame our talking points so as not to wander into policy.

Part of my sensitivity is from Export Growth and the "Traceability" discussion. We have some folks that are totally averse to broaching the subject for fear of talking policy when in fact there is a place for CBB in that discussion.

I think the interview with Brian Almer went ok. He is a fun guy to visit with.

Thanks again,
Hugh

On Tue, Mar 19, 2019, 8:31 AM Sarah Metzler <smetzler@beefboard.org> wrote:

Hi Hugh –

The issue is the mock poster that was expressed to share, the “branding”, and addressing the policy concerns with the Mayor of New York. If the checkoff wanted to respond, we would (and can) state the facts. Meaning – we can say this is happening, and then bridge into another topic about the nutritional value of beef. For now, the Checkoff is allowing policy to handle this – and they are using those same speaking points on our behalf. It is important for us to steer away from policy and politics as much as possible.

If there are any questions, please let me know.

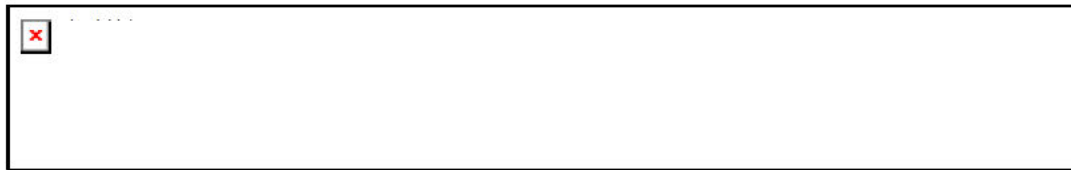
Sarah T. Metzler

Director of Organizational Communications

Cattlemen's Beef Board

Direct 303-867-6319

Cell (b) (6)



From: Hugh Sanburg (b) (6) >
Sent: Monday, March 18, 2019 9:16 PM
To: Sarah Metzler <smetzler@beefboard.org>
Cc: Bill King (b) (6) >; Chad Smith <csmith@beefboard.org>; Charlotte Coates <ccoates@beefboard.org>; Cheryl Conley <cconley@beefboard.org>; Chuck Coffey <ccoffey@cccattleco.com>; Cyndi Heimerich <cheimerich@beefboard.org>; Dean Oyster <doyster@beefboard.org>; Don Smith (b) (6) >; Irv Petsch (b) (6) >; James Taylor (b) (6) >; Jana Malot (b) (6) >; Jared Brackett (b) (6) >; Jeff Isenmann <jeffisenmann@orleansintl.com>; Jeff Lutz <jlutz@beefboard.org>; Joan Ruskamp (b) (6) >; Kahl Sesker <kahl.sesker@ams.usda.gov>; Richard Brown (b) (6) >; Rob Von Der Lieth Jr (b) (6) >; Wayne Watkinson <wwatkinson@watkinsonmiller.com>
Subject: Re: Memo from NCBA Policy Division on Tuesday, March 12

Seems to me we should be able to present factual information with regard to GHG which relate to the sustainability of producing beef. Providing statistics from USDA wouldn't be a policy action?

Hugh Sanburg

On Mon, Mar 18, 2019, 5:09 PM Sarah Metzler <smetzler@beefboard.org> wrote:

Hello CBB Executive Committee –

It was great to meet and see so many of you in Denver this past week – through wind and snow and blizzards, no less! We appreciate your dedication to the CBB.

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Should you have any questions, please contact me directly.

Sarah T. Metzler

Director of Organizational Communications

Cattlemen's Beef Board

Direct 303-867-6319

Cell (b) (6)

From: Max Moncaster <mmoncaster@beef.org>

Date: March 12, 2019 at 6:31:03 PM EDT

To: #CBB Staff <#CBBStaff@beef.org>, #CBB Executive Committee

<#CBBExecutiveCommittee@beef.org>, #NCBA News <#NCBANews@beef.org>, #State - Two Hat Execs

<#StateTwoHatExecs@beef.org>, #State - One Hat Affiliate Execs

<#StateOneHatAffiliateExecs@beef.org>, #State - One Hat Beef Council Execs

<#StateOneHatBeefCouncilExecs@beef.org>, #Breed Execs <#BreedExecs@beef.org>

Cc: Ed Frank <efrank@beef.org>

Subject: Issue Update: Meatless Monday in NYC Schools

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Overview

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Key Messages

- According to the Environmental Protection Agency, direct emissions from beef cattle account for only 2% of all GHG in the United States and [USDA recently reported](#) that U.S. beef production "is not a significant contributor to long-term global warming." In contrast, electricity and transportation account for 55% of US GHG emissions, with other sources accounting for another 40.9%. Clearly, banning beef in the United States - or especially in NYC public schools will have little to no practical impact on global temperatures.
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bid in states like Iowa and South Carolina, we'll be watching to see how his radical "Meatless" campaign platform fares.

Regards,

Max

Max Moncaster

Associate Director, Policy Communications
National Cattlemen's Beef Association

Center for Public Policy

The Pennsylvania Building

1275 Pennsylvania Ave, NW Suite 801
Washington, DC 20004-1701
(202) 879-9124 | mmoncaster@beef.org

From: Sarah Metzler <smetzler@beefboard.org>
Sent: Monday, March 18, 2019 1:09 PM
To: Kahl Sesker
Cc: Kenny Payne; Alexandra Caryl
Subject: RE: Issue Update: Meatless Monday in NYC Schools

Hello Kahl –

This email came out of NCBA's policy division. This is not something that is typically shared with any part of the Checkoff / Beef Board. Max had never sent out one of these Issue Updates before – he was doing so in the absence of his counterpart who was traveling – and included the CBB staff and Executive Committee in error.

1. I will email the CBB staff and Executive Committee to let them know this is a policy issue and that we are, in NO INSTANCE, to share or pass on this information.
2. I will follow up with NCBA's policy communications team to ensure this is corrected and does not happen again.

Please advise if any further action is needed.

Sarah T. Metzler
Director of Organizational Communications
Cattlemen's Beef Board
Direct 303-867-6319
Cell (b) (6)



From: Sesker, Kahl - AMS <Kahl.Sesker@ams.usda.gov>
Sent: Monday, March 18, 2019 10:14 AM
To: Sarah Metzler <smetzler@beefboard.org>
Cc: Kenny Payne <kenneth.payne@ams.usda.gov>; Alexandra Caryl <Alexandra.Caryl@ams.usda.gov>
Subject: FW: Issue Update: Meatless Monday in NYC Schools

Hello Sarah,
Please see the email below that was sent to Alex via Florida. Please specifically note the statements in red and the poster that is encouraged to be used. When can we talk about this?
Thank you,
Kahl

Kahl Sesker
Research and Promotion Division
Livestock and Poultry Program
USDA Agricultural Marketing Service
Phone: 202-253-8253
Kahl.Sesker@USDA.GOV

From: Caryl, Alexandra - AMS
Sent: Monday, March 18, 2019 11:06 AM
To: Sesker, Kahl - AMS <Kahl.Sesker@ams.usda.gov>
Subject: FW: Issue Update: Meatless Monday in NYC Schools

Alex Caryl

Research & Promotion Marketing Specialist
Livestock & Poultry
USDA Agricultural Marketing Service
Washington, DC
Phone: (202) 945-2116
Alexandra.Caryl@usda.gov



From: Deanne Maples <deanne@floridabeef.org>
Sent: Monday, March 18, 2019 12:04 PM
To: Caryl, Alexandra - AMS <Alexandra.Caryl@ams.usda.gov>
Subject: FW: Issue Update: Meatless Monday in NYC Schools

Happy Monday, Alex.

Just confirming this information is approved for sharing – specifically the red mock poster and hashtag section.

From: Max Moncaster <mmoncaster@beef.org>
Date: March 12, 2019 at 6:31:03 PM EDT
To: #CBB Staff <#CBBStaff@beef.org>, #CBB Executive Committee <#CBBExecutiveCommittee@beef.org>, #NCBA News <#NCBANews@beef.org>, #State - Two Hat Execs <#StateTwoHatExecs@beef.org>, #State - One Hat Affiliate Execs <#StateOneHatAffiliateExecs@beef.org>, #State - One Hat Beef Council Execs <#StateOneHatBeefCouncilExecs@beef.org>, #Breed Execs <#BreedExecs@beef.org>
Cc: Ed Frank <efrank@beef.org>
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Regards,
Max

Max Moncaster

Associate Director, Policy Communications
National Cattlemen's Beef Association
Center for Public Policy
The Pennsylvania Building
1275 Pennsylvania Ave, NW Suite 801
Washington, DC 20004-1701
(202) 879-9124 | mmoncaster@beef.org



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From: Sarah Metzler <smetzler@beefboard.org>
Sent: Monday, March 18, 2019 10:31 PM
To: Chuck Coffey
Subject: Re: Memo from NCBA Policy Division on Tuesday, March 12

I was told by USDA to retract it, as the attached poster is inflammatory and policy should handle it, not the Checkoff.

From: Chuck Coffey <ccoffey@cccattleco.com>
Sent: Monday, March 18, 2019 8:05:26 PM
To: Sarah Metzler
Cc: Bill King; Chad Smith; Charlotte Coates; Cheryl Conley; Cyndi Heimerich; Dean Oyster; Don Smith; Hugh Sanburg; Irv Petsch; James Taylor; Jana Malot; Jared Brackett; Jeff Isenmann; Jeff Lutz; Joan Ruskamp; Kahl Sesker; Richard Brown; Rob Von Der Lieth Jr; Wayne Watkinson
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Edgerock Ranch

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Director of Organizational Communications
Cattlemen's Beef Board
Direct 303-867-6319
Cell (b) (6)

<image004.jpg>

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To: #CBB Staff <#CBBStaff@beef.org>, #CBB Executive Committee
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Max

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Associate Director, Policy Communications

National Cattlemen's Beef Association

Center for Public Policy

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Washington, DC 20004-1701

(202) 879-9124 | mmoncaster@beef.org

<image003.png>

From: Hillary Makens <hmakens@beef.org>
Sent: Monday, March 18, 2019 11:03 AM
To: Sarah Metzler
Subject: RE: Meatless Monday Article

Follow Up Flag: Follow up
Flag Status: Flagged

Hi Sarah,
I called and left you a message about this last week, but I wanted to check and to make sure you got my message and see how you would like to handle.

Thanks!

Hillary Makens
Director of Media Relations
National Cattlemen's Beef Association
Direct: 303-850-3383

From: Sarah Metzler <smetzler@beefboard.org>
Sent: Thursday, March 14, 2019 12:25 PM
To: Hillary Makens <hmakens@beef.org>
Subject: Fw: Meatless Monday Article

From: Kayla Sargent <editor@westernagreporter.com>
Sent: Thursday, March 14, 2019 11:28 AM
To: Sarah Metzler
Subject: Meatless Monday Article

Hi there Sarah,

I met you at the NCBA Beef Sustainability Event here several months ago in Denver. I am working on an article about New York City's announcement to switch the public school systems over to Meatless Monday for the Western Ag Reporter and wondered if you could point me to a statement from the Beef Board?

As I'm sure you know, there are 1.1 million kids in the school system, so it's a large decision. I would like to get a quote from someone in the beef industry about the message this sends, and more importantly about the nutritional quality of the school lunches that many kids depend on for their one main meal of the day.

Let me know if there is someone I could visit with or if you guys have some sort of press statement regarding the announcement. Have a great day!

Thanks,

Kayla Sargent
Editor

[cid:image001.png@01D3D597.A3A601E0]

Office (406) 259-4589

www.westernagreporter.com<<http://www.westernagreporter.com>>

From: NCBA Digital Command Center <ncbadcc@beef.org>
Sent: Wednesday, January 16, 2019 12:36 PM
To: Sarah Metzler
Subject: The Digital Command Center DCC Dispatch



This rundown is not meant to be all encompassing, it is simply stories we are keeping an eye on or caught our attention today. For more information, please contact ncbadcc@beef.org.

January 16, 2019

WHAT CONSUMERS ARE TALKING ABOUT | NEWSWORTHY

NEW CONTENT FROM *BEEF. IT'S WHAT'S FOR DINNER.* AND PARTNERS.

What Consumers Are Talking About

Is beef jerky healthy?

Women's Health

Eliza Savage, R.D. at Middleberg Nutrition in New York City provides some guidelines for choosing beef jerky. "The low fat and carb content make jerky a great source of lean protein," says Savage, meaning it's a snack that can fill you up without weighing you down. It's also a good source of iron, and some varieties contain vitamin A, C, and calcium—usually as a result of

the flavorings and preservatives. Savage says to watch out for sodium and nitrates, and to choose brands that use organic and grass-finished beef.

Newsworthy

Whole Foods killed its 'Meatless Monday' discount in several states - and some people are fuming

Business Insider

Whole Foods stores have ended a promotion called "Meatless Mondays" that offered sizable discounts on vegetarian options from the grocery chain's prepared-food bars. The deal allowed shoppers to pay a flat rate of \$8 for as much food as they could fit on a single plate, as long as it didn't include meat. Some shoppers are incensed, and some have said they will no longer shop at the chain.

New Content from *Beef. It's What's for Dinner.* and Partners.

Beef. It's What's for Dinner.

PR Newswire - New USDA beef lifecycle assessment finds environmental impacts lower than perceived

A new, comprehensive beef cattle lifecycle assessment, conducted by USDA's Agricultural Research Service and the Beef Checkoff, was recently published in the journal *Agricultural Systems*. The study found that widely accepted measures related to beef cattle's impact in the U.S. are often overestimated. "This work produces baseline data the cattle industry can use to continue to improve the environmental and economic sustainability of U.S. beef," said Sara Place, Ph.D., study co-author and Senior Director of Sustainable Beef Production Research at the National Cattlemen's Beef Association, a contractor to the Beef Checkoff. "Investments in this type of research demonstrate a continuous commitment to environmental stewardship by America's farmers and ranchers."

State Beef Councils

Channel3000 - [Beef Council recipes help keep you in healthy groove](#)

Angie Horkan from the Wisconsin Beef Council shares balanced beef recipes to keep you in your healthy New Year's groove.



CONSUMER MILESTONES

TODAY

National Fig Newton Day

THIS MONTH

National Slow Cooking Month

National Soup Month

National Oatmeal Month

National Hot Tea Month

National Baking Month

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Our mailing address is:

National Cattlemen's Beef Association

9110 East Nichols Avenue, Suite 300

Centennial, Colorado 80112

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Maggie Henton

From: bounce@newsletters.meatingplace.com on behalf of Meatingplace Editorial
<news@newsletters.meatingplace.com>
Sent: Tuesday, January 9, 2018 11:22 PM
To: Maggie Henton
Subject: NewsMakers AM: JBS USA names new Plumrose USA president

 **Wednesday, January 10, 2018**

NewsMakers AM from meatingplace.com



Revolutionizing Tray Pack Handling

New AIM™ technology enables processors to increase line speeds while reducing product damage and non-value added labor required for tray pack applications. AIM™ technology is a gentle, yet fast, and reliable tray handling solution that eliminates maintenance, downtime, and throughput problems associated with competing technologies.

This morning's headlines from www.meatingplace.com

[JBS USA names new Plumrose USA president](#)

[CEO steps down from largest pizza chain](#)

[New owner names industry veteran new CEO at Ruby Tuesday](#)

[TGI Fridays joins Meatless Mondays movement](#)

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[Jump to meatingplace.com Help/Membership](#)

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Email websupport@mtgmediagroup.com

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Maggie Henton

From: bounce@newsletters.meatingplace.com on behalf of Meatingplace Editorial
<news@newsletters.meatingplace.com>
Sent: Tuesday, October 24, 2017 11:19 PM
To: Katherine Ayers
Subject: NewsMakers AM: Pilgrim's closing processing plant in Minnesota



Wednesday, October 25, 2017

NewsMakers AM from meatingplace.com



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PROJECT TITLE: The Truth about Beef – Creating Effective Communication of Evidence- and Science-based Information with the Public

PROPOSED BY: Mitloehner Consulting

PROJECT LEADER(S): Dr. Frank Mitloehner

OBJECTIVES:

- Protect and enhance beef's image to bolster consumer trust
 - Capitalize on media technologies and innovative communication tactics to speak directly to consumers regarding beef industry's environmental impact and commitment to animal well-being
 - Communicate beef's sustainability story, featuring beef's positive impact on the environment
-

DESCRIPTION OF PROJECT:

Credible and impartial information is lacking when it comes to communicating to the general public about the benefits and overall sustainability of the beef industry. It seems that recently, researchers, producers and institutions have been playing catch-up trying to communicate "the story of beef". Negative media reports about the role of beef are widespread in the popular press. With the present proposal, we propose to taking the outreach offensive and be pro-active in putting out the word about the truth about sustainability in beef.

Over the last few years, the issue of environmental impacts of beef has generated considerable national and international attention as vegan, environmentalists, and other anti-meat parties have taken the offensive. These players have been using the broader international concern about climate change to convince consumers that mainly a reduction of meat consumption can effectively reduce people's environmental footprint. It is clear that for many groups, sowing concern about beef's environmental impact is now a primary strategy to accomplish their ultimate mission to destroy this industry's legacy or gaining competitive advantage for their respective niche products (e.g., plant based burgers, vegan food etc.).

Please return to CBC office no later than November 22. Submission via e-mail preferred. Proposal should not exceed 4 pages.

Bill Dale

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California Beef Council

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The activists' work has taken many forms ranging from [detailed reports outlining the effects of greenhouse gas emissions from meat production, over documentaries, media pitches, social media](#) to [op-eds](#). During the last Federal election, activists [planted a question](#) in one of the 2016 U.S. presidential debates.

These livestock associated GHG efforts are led by well-funded groups such as the Humane Society of the United States (HSUS), the [Johns Hopkins University's Center for a Livable Future](#) (i.e. makers of Meatless Mondays), start-up companies like Impossible Foods, and celebrities like Leonardo DiCaprio, Arnold Schwarzenegger and movie director James Cameron, and result in generating considerable media attention, particularly when media are poorly equipped to evaluate scientific merit of the issue.

These challenges are exacerbated by a wide range of data on greenhouse gas emissions (GHG) from livestock ranging from activist reports suggesting [51 percent](#), to the U.S. Environmental Protection Agency reporting only approximately 4 percent.

While it has been very easy for activists and media to cite any data that fit their respective agenda, there are very few experts who have conducted credible, dependable, and internationally recognized research, determining the true impact of beef production and how emissions can best be mitigated.

One of the most prominent experts in this field is Dr. Frank Mitloehner, Professor and Air Quality Extension Specialist in the Department of Animal Science at the University of California, Davis. In addition to his research, Dr. Mitloehner has served on many key committees investigating the environmental impacts from various animal agricultural sources, including serving as the chairman of the [UN FAO Livestock Environmental Assessment and Performance Partnership](#) (LEAP). In fact, he came to prominence in this area when he responded to, and achieved the revision of, the FAO's infamous "Livestock's Long Shadow" report. He has since represented the U.S. feed and livestock industries in the FAO LEAP project and produced numerous scientific papers, which have been successfully shared with the White House, USDA and numerous media outlets.

Dr. Mitloehner is now typically the first expert contacted by the meat, dairy, poultry, and feed industries when negative reports are released or media attention on these issues spike. While he is very interested in providing an expert's perspective on the science of beef sustainability, given his academic responsibilities, he simply is not capable of responding to the vast number of requests he receives as part of his regular university functions.

In order to more pro-actively shield against negative media reporting, Dr. Mitloehner has recently hired a professional writer and communication expert as part of his private consulting company (i.e. Mitloehner Consulting), who has been funded part

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time (40 hrs per month) with funding by the (b) (4) (total of (b) (4) year). Additional \$20,000 in funding from the California Beef Council (CBC) is requested to enable Dr. Mitloehner to hire this writer/communication expert for additional time (i.e. 20 hrs per month) allowing for more effective media work.

In summary, a professional writer will closely work with Dr. Mitloehner to write news pieces and to use media technologies and innovative communication tactics to directly reach consumers. As a reputable professional who excels in converting scientific knowledge into language the public understands, Dr. Mitloehner already reaches large consumer segments and is able to accurately portray the beef sustainability story, which is vital to the future of this industry. To intensify and amplify the present activities and to enable this scientific outreach activity, assistance via additional professional writer support for Dr. Mitloehner will be essential and is hereby kindly requested from CBC.

CHECKOFF DOLLARS REQUESTED: \$20,000

ADDITIONAL FUNDING SECURED FOR THIS PROJECT: (b) (4) with support from other industry members has committed (b) (4) and has recently contracted with Mitloehner Consulting.

DURATION: One year, with option of extension (if work output satisfies all parties).

METHOD OF PROJECT EVALUATION:

Dr. Mitloehner will develop a communication strategy and inform CBC of major news activities. Additionally, all media products will be shared with CBC.

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ESTIMATED STAFF TIME REQUIRED FOR THIS PROJECT:

HOW WILL PROJECT RESULTS BE DISSEMINATED AND/OR REPORTED TO CHECKOFF INVESTORS: